

Maps on this order too large to be entirely included in one exposure are filmed clockwise beginning in the upper left hand corner, left to right and top to bottom as many frames as required. The following diagrams illustrate the method.

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MAR 23 1925

©CLL 21262

HER MARKET VALUE

Photoplay in 6 reels

From the Play by Frances Nordstrom

Adapted for the screen by Olga Printzlan

Directed by Paul Powell

Author of the photoplay (under section 62)
Paul Powell of U.S. x

ON

PRODUCERS DISTRIBUTING CORPORATION

AGNES AYRES and ANDERS RANDOLPF in

SS SHEET

ON

MARKET VALUE"

469 FIFTH AVENUE, NEW YORK CITY

CORPORATION

Of The Appealing and Honor That Stirred All Stage Play For Over A Year

Agnes Ayres

in

"HER MARKET VALUE"

London and New York Stage Success

By FRANCES NORDSTROM

S RANDOLF, TAYLOR HOLMES, EDWARD

HEDDA HOPPER AND GEORGE IRVING

PAUL POWELL PRODUCTION

PRODUCERS DISTRIBUTING CORPORATION

THE CAST

Released by P

Nancy Dumont
Harvey Dumont
Cyrus Hamilton
Mrs. Bernice Hamilton
Anthony Davis
Courtney Brooks
Kitty Banks

Agnes Ayres
George Irving
Anders Randolph
Hedda Hopper
Edward Earle
Taylor Holmes
Gertrude Short
Sidney Bracy

THE STORY

An unwise investment in stocks wipes out the entire fortune of a wealthy broker, and exposes him to criminal prosecution. Overcome by depression, he determines to take his life, but his young wife "in trust" to three of his friends, and Davis, the latter a young attorney who loves party aboard Nancy's yacht, Dumont leaps overboard. During a funeral, the three "trustees" meet to discuss the will. Nancy, penniless, they proceed as though she were a check for a like amount and Hamilton doubles it, thus ent of the "shares" in "the Dumont Stock," as he terms the sum is then presented to her as a gift from her late husband, and the money for her support, how Nancy pays her husband, and the late husband's de Hamilton's sec interest in Nancy Hamilton is offers to buy ov found in a com exposure, he sell With contr which to divor ancially and for overhears Ham (Davis) false tip In the mean powerful husba with Brooks an word for Ham Bernice retires scene, she slips she and Brooks apartment. Davis, how just as Nancy is A fight follows t Bernice and Bro frameup. In a This brings Bern Hamilton, only sh back to his arms The reversal market, so he is percent control of

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LOVELY AGNES AYRES DID NOT EVER WANT TO ACT

Beautiful Star Planned A Professional Career As A Doctor Or A Lawyer

VISIT TO STUDIO CHANGED WHOLE LIFE

Latest Picture, "Her Market Value" Shows Reason For Her Great Success

Remember that one about "the best laid plans of mice and men?" It's brought back to mind by a bit of information that has been released coincident with the local showing at the Theatre of the latest Paul Powell Production, "Her Market Value," in which Agnes Ayres is starred. When Agnes was a much smaller girl than she is today she had no visions of a screen career. She was one of the

London stage success, put into motion picture form by Olga Printzlau. Included in the supporting cast are Anders Randolph, Taylor Holmes, Hedda Hopper, Edward Earle, Gertrude Short, Sidney Bracy and George Irving.

NOTED STAGE STAR, TAYLOR HOLMES, IN "HER MARKET VALUE"

It is seldom that a recognized star of the legitimate stage will condescend to play a role in support of a screen star, but such is the case with the Paul Powell Production "Her Market Value," in which Agnes Ayres is now being starred at the Theatre. Taylor Holmes, well known among the "two dollar" class of theatre-goers is the star who plays the supporting role. Holmes usually makes his home at one of the bright light palaces of Broadway but occasionally makes a national tour with a play that bears the stamp of New York approval. His latest starring vehicle is "The Whole Town's Talking," a farce comedy by John Emerson and Anita Loos. This play brought him to the Pacific Coast and he reached Los Angeles just at the time that Powell was making his preparations for "Her Market Value." In the picture there is a part that must have been patterned after Holmes, so closely does it fit him. Powell saw this immediately and set out to obtain the Broadway star for the part. It was no easy matter to interest Holmes in the role but Powell eventually persuaded him to read the manuscript and the deed was done. Holmes saw the possibilities that the part possessed and enthusiastically accepted it even though it was not a starring role. To allow Holmes to appear in both picture and stage play at the same time a special schedule had to be arranged that would not interfere with his matinees at a down town theatre and during the filming of the picture his idle hours were few. His call at the studio was for eight in the morning and if he had no matinee that day he remained in the glare of the Cooper-Hewitts until it was time to be whisked off to the theatre. His stage performance kept him occupied until 11.15 after which he had absolutely nothing to do until eight the next morning. "Her Market Value" is an adaptation of Frances Nordstrom's London stage success of the same name. Others in

ASSUMES DIFFICULT ROLE



AGNES AYRES in "HER MARKET VALUE" Released by PRODUCERS DISTRIBUTING CORP.

One Col. Star Cut No. 2

INTEREST WITH THIS PROGRAM READER)

Paul Powell Amassed Store of Valuable Information While Working Way Out of Debt

Dire necessity, mother of all worth while inventions, is responsible for Paul Powell being one of the best versed men in the motion picture industry.

Some few years ago when the popular director was a reporter on a Los Angeles newspaper and when his income was slightly lower than it is today, a serious illness befell a member of his family which left him in debt to the extent of \$2500.00. Now, as newspaper salaries ran in those days, that amount represented what millionaires were popularly reputed to possess, but which to a newspaper man was only a dream of rosy hue.

The "never say die" spirit asserting itself, however, Powell set about scheming for ways and means to remove himself from the red side of the ledger and, being a newspaper man, he finally decided to defeat the dread debt monster with his trusty typewriter. If this were an Horatio Alger tale it would have been an easy matter for the director, for he would doubtless have

and everything that the mind of man had up to that time conceived.

The returns for these varied writings were not great, but each article accepted netted him from \$2.00 to \$10.00 and brought him "out of hock" within a year. But aside from his deliverance from debt, Powell is thankful for the experience for it gave him a store of knowledge that would have been unobtainable in any college in the country, and it is a tough question that arises in his directorial duties nowadays to the answer of which he hasn't some clue.

Powell's latest production, "Her Market Value," starring Agnes Ayres, is the current attraction at the Theatre. The story is an adaptation of Frances Nordstrom's London stage success and the supporting cast includes Anders Randolph, Taylor Holmes, Hedda Hopper, Edward Hopper, Edward Earle, Gertrude Short, Sidney Bracy and George Irving.

LONDON SUCCESS NOW A PHOToplay

written a Broadway success or the first of the six best sellers, but, being a tale from life, it was not that simple.

The course that Powell followed was not one that would be thought of by many people, but it was most certainly effective, both for immediate results and for the increase of the Powell store of knowledge. He went out to a news stand and bought copies of every trade journal obtainable. These he took home and perused studiously until he learned the style of matter each was using, and then each evening, after his daily labors, he sat down and wrote out local contributions that he thought might be accepted by the various editors. Until two in the morning he burned the midnight oil grinding out articles on every imaginable topic. There were articles on the pottery industry, tinware, shoe polish, clothing

Agnes Ayres Starred in Film Version of "Her Market Value."

Frances Nordstrom's brilliant stage success, "Her Market Value," which has been running for over a year at one of London's leading theatres, has been filmed for the screen and is to be given its first local showing at the Theatre next Presented as a Paul Powell Production "Her Market Value" stars Agnes Ayres with Anders Randolph featured in the cast.

The action of "Her Market Value" is laid in the circles of the smart set and centers around the young widow of a suicide stock broker who has left her penniless. Three men, two of them married and the other an unsuccessful

AGNES AYRES and ANDERS RANDOLPH in



"HER MARKET VALUE" ~ Released by PRODUCERS DISTRIBUTING CORP.

Two Col. Production Cut No. 3

Prologue

The title and theme of "Her Market Value" suggest a splendid prologue. Make your stage resemble an old marriage mart by draping it in heavy colored curtains. Place an auction block in the center and stand a barefoot girl with long streaming hair, dressed in flowing white chiffon, upon it. Around her place, say, a dozen men in old Babylonian costumes, bidding for her possession. You can, if you desire, have merely a quick tableau, or, if you prefer to elaborate on the idea, have her skip off the block and do a characteristic dance while the men crowd together and watch.

suitor for her hand, interest themselves in her behalf in a manner that puts her on a level with a stock issue, with each endeavoring to gain control of "the Dumont stock" as they term her.

The interest is said to be retained throughout the telling of the tale with the ending as a decided surprise. Although the story is intensely dramatic it contains a wealth of comedy situations and has a fine romance woven through it.

Included in the cast besides Miss Ayres and Randolph are Taylor Holmes, Hedda Hopper, Edward Earle, Gertrude Short, Sidney Bracy and George Irving. Paul Powell directed.

AGNES AYRES

in



HER MARKET VALUE

Producers Distributing CORPORATION

NOW PLAYING AT THE WASHINGTON

One Col. Ad Cut No 1

SIZING THEM UP

AGNES AYRES: Born and educated in Chicago. Began screen career with Essanay. Has worked for Vitagraph, Fox, Metro, First National and Paramount. Won wide fame as the heroine in Rudolph Valentino's memorable, "The Sheik." Her many successes include: "Held by the Enemy," "Borderland," "The Affairs of Anatol," "Bought and Paid For," "The Ordeal," "Racing Hearts," etc.

EDWARD EARLE: Born and educated in Toronto, Canada. Had interesting stage career. Pictures include: "The Man Who Played God," "Streets of New York," "None So Blind," "East Lynne," etc.

ANDERS RANDOLF: Born in Denmark. With stock companies in Columbus, Cleveland and Buffalo, also with William Farnum's all-star company. Screen career, four years. Pictures include: "The Splendid Sinner," "The Lion and the Mouse," "The Bright Shawl," "The man," etc.

HEDDA HOPPER: Born and educated in Pittsburgh, Pa. Had stage career with Selwyn, Harris, Shuberts and Arthur Hopkins. Screen career with Paramount, First National, Vitagraph, etc. Pictures include: "The Inner Chamber," "Conceit," "Sherlock Holmes," "Women Men Marry," etc. Has green eyes and brown hair.

TAYLOR HOLMES: Popular legitimate actor, secured for current role in "HER MARKET VALUE" by persuasion of director Paul Powell who recognized his suitability for the part. His most notable Broadway successes were "Bunker Bean" and "The Whole Town's Talking."

GERTRUDE SHORT: Born in Cincinnati. Began stage career at the age of five with Nance O'Neil. Had some vaudeville experience. Began screen career with Edison and has worked for Vitagraph, Universal, Paramount, Robertson-Cole. Made big hit in the famous "Telephone Girl" Series. Pictures include: "Boy Crazy," "Youth to Youth," "Rent Free," "Barbara Frietchie," etc.

SIDNEY BRACY: Born in Melbourne, Australia and educated at Melbourne University. Had stage career with Viola Allen, Nazimova, and Nat Goodwin. Screen career with Universal and Famous Players. Pictures include: "The Social Buccaneer," "Morals," "Midnight."

WITH ANDER EARLE, E

Released by P

Nancy Dumont
Harvey Dumont
Cyrus Hamilton
Mrs. Bernice Hamilton
Anthony Davis
Courtney Brooks
Kitty
Banks

An unwise Harvey Dumont, cution. Overcon first leaves his Hamilton, Brook Nancy. During and is drowned.

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interest in Nanc Hamilton is offers to buy ou found in a com exposure, he sel

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Exquisite Agnes Ayres By A Cast Of

REVIEWS

AGNES AYRES IN INTRIGUING ROLE

Lovely Star At Her Best In "Her Market Value," From Recent Famous Stage Success

Comedy, drama and romance are combined in equal and satisfactory proportions in "Her Market Value," a Paul Powell Production starring Agnes Ayres which was given its first local showing yesterday. The picture is an adaptation by Olga Printzlau of Frances Nordstrom's sensational London stage success which for over a year has occupied the same theatre in London.

In "Her Market Value" Miss Ayres does some of her finest work as Nancy Dumont, widow of a suicide stock broker. The part is one that calls for unusual talent and Miss Ayres responds delightfully. Briefly, the story tells of three men who have promised the bankrupt Dumont that they will care for his widow. They form a pool of \$40,000 which they give to her under the guise of a legacy, but instead of using this for subsistence, she pays off debts contracted by her husband and then goes to work as private secretary to one of the three men.

Two of the men seek control of the girl for the furtherance of their own desires. The third is a young attorney who had been an unsuccessful suitor for Nancy's hand before her marriage and is still in love with her. All three endeavor to buy the other two out in order to get control of "the Dumont stock," as they term it.

Hamilton, a power in the stock market, finds the second man in a compromising position with Mrs. Hamilton and forces him to sell out under threat of exposure. This leaves the matter in the hands of Hamilton and the young attorney, Davis. A sudden and intensely dramatic climax comes when Davis succeeds in "cornering" Hamilton and forcing him to sell out and relinquish his claim on Nancy.

The cast that supports Miss Ayres is an extremely good one. Anders Randolph, one of the screen's most polished actors, gives a fine performance as Hamilton. Taylor Holmes, popular stage star, interprets the rounder admirably, while Edward Earle makes a convincing figure of the hero, Davis. Hedda Hopper, Gertrude Short, Sidney Bracy and George Irving all do splendid work.

Be sure and include this on your film list this week. It's excellent entertainment.

MAKE YOUR OWN HERALDS

By merely taking any one of the cuts contained in this press sheet and combining it with some story or idea herein suggested you can make a special herald for yourself which will exactly suit your own purposes.

Perhaps you would find it advisable to use a two-sided herald reprinting one of the ads on one side and publishing a review or some pithy news story on the other. You might use the synopsis omitting the last paragraph thus arousing the curiosity.

HER MARKET VALUE A FINE PHOTOPLAY

Agnes Ayres Does Splendid Work In Screen Version of London Stage Play

Three is a wealth of entertainment in "Her Market Value," a Paul Powell Production starring Agnes Ayres, which was shown for the first time locally yesterday at the Theatre. The picture is an adaptation by Olga Printzlau of Frances Nordstrom's sensational London stage success, which for more than a year has been on view at the same theatre in the English capital.

The story centers around Nancy Dumont, a beautiful young widow of the smart set, whose suicide husband has left her penniless. Three men friends form a pool of \$40,000 which they give to her as a legacy from her late husband. But with two of the men it is not a matter of altruism and it is not long before each of them is endeavoring to buy the other two out in order to gain control, as they term it, of "the Dumont stock."

This intricate situation has been skillfully worked out by Powell and the drama brought to a satisfactory conclusion without ever once allowing the interest to lag. There is a delightful romance woven into the tale and many humorous bits have been injected into the story.

Miss Ayres is delightful in her role of the young widow and her support is thorough throughout. Of the supporting players Anders Randolph perhaps stands out the most prominently as Cyrus Hamilton, a power in the financial world. Taylor Holmes, popular stage star, gives an excellent performance as a social rounder. Hedda Hopper's exotic beauty forms a delightful contrast to Miss Ayres' blonde loveliness. Others in the cast are Edward Earle, Gertrude Short, Sidney Bracy and George Irving.

You can't go wrong on this one. It's a picture with an appeal for every-

one and a story that will appeal to the intellect as well.

AGNES AYRES' FILM LEAVES

"Her Market Value," the striking tale of love and business which has been drawing big crowds to the Theatre for the past terminates its run there tonight.

Beautiful Agnes Ayres is the star of this absorbing photoplay, adapted from the stage success by Frances Nordstrom, which has been playing for over a year at one of the leading London playhouses.

The story has for its heroine a beautiful young widow left "in trust" to three male friends of her suicide husband. This unusual situation is the beginning of a most intriguing story.

The splendid cast appearing in support of Miss Ayres includes Anders Randolph, Taylor Holmes, Edward Earle, Hedda Hopper and George Irving.

SPLENDID CAST IN "HER MARKET VALUE"

Agnes Ayres Is Supported By Well Known Players of Stage and Screen

A cast of all star proportions supports Agnes Ayres in the latest Paul Powell Production, "Her Market Value," which is now holding forth at the Theatre. The picture is an adaptation of Frances Nordstrom's brilliant London stage success of the same name which for over a year has been on view at one of the leading playhouses in the English capital.

The star herself is too well known to require any introduction, but a brief summary of some of her latest successes includes "The Story Without A Name," "Bluff," "Don't Call It Love," "The Heart Raider" and "The Guilty One."

Anders Randolph, foremost in Miss Ayres' support, is one of the most suave and polished actors of which the screen can boast. He has been identified with motion pictures since their earliest days and received his training among the masters of the art. At present Randolph is in Rome appearing in one of the principal roles in the mammoth spectacle, "Ben Hur," for which the cream of motion picture talent was engaged.

Taylor Holmes is a star of the legitimate stage who accepted a supporting role in "Her Market Value" because of the humorous possibilities the part possessed. Holmes' best known stage successes are "Bunker Bean" and "The Whole Town's Talking."

Hedda Hopper, whose brunette loveliness contrasts so delightfully with the blonde beauty of the star, made a high mark on the legitimate stage before taking up screen work. She appeared under the management of such well known producers as the Selwyns, Henry B. Harris, the Shuberts and Arthur Hopkins. Her last important screen appearance was made in support of Betty Compson in "Miami."

Other members of the cast are Edward Earle, Sidney Bracy, Gertrude Short and George Irving, all of whom have established themselves for their particular line of work.



"HER MARKET VALUE"
RELEASED BY
PRODUCERS DISTRIBUTING CORP.

One Col. Scene Cut No. 2

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"HER MARKET VALUE"
RELEASED BY
PRODUCERS DISTRIBUTING CORP.

One Col. Scene Cut No. 2

"HER MARKET VALUE" OPENS

Agnes Ayres Does Splendid Work in Screen Version of London Stage Play

Gripping drama, sparkling comedy and intimate peeps into the lives of members of the smart set are closely interwoven in "Her Market Value," a Paul Powell Production starring Agnes Ayres and featuring Anders Randolph, which comes to the Theatre next

"Her Market Value" is an adaptation by Olga Printzlau of Frances Nordstrom's stage play of the same name which has been running for over a year at one of the theatres in London. Though it is one of the greatest successes that Britain has ever known it has never been produced on the stage in this country, so local playgoers will be given an opportunity to pass judgment on it before the "first nighters" of Broadway.

The action of "Her Market Value" centers around Manhattan's spending class. Its principal character is Nancy Dumont, widow of a suicide stock broker who has left her penniless and in debt. To keep her from want and the appalling knowledge of her late husband's fortunes, three male friends, two of them married and the other an unsuccessful suitor for her hand, make up a pool of forty thousand dollars and turn it over to her as a legacy.

It is difficult to imagine the outcome of this extraordinary situation but it is sufficient to keep the interest keyed up to the highest pitch until the last foot of film has been unreel.

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Trailers Build Business

National Screen Service, Inc., furnishes good trailers on all Producers' Distributing Corporation Pictures.

On all releases National Screen Service has a Service trailer consisting of main titles, carefully selected scenes and animated sales and subtitles.

Their prices are as follows:

REGULAR TRAILERS

During the first four months of release, \$3.50. (Invoiced at \$5.00, refund of \$1.50 if returned within two weeks.)

Four months after release date, \$1.50. (Invoiced at \$2.50, refund of \$1.00 if returned within two weeks.)

DE LUXE TRAILERS

On certain special productions National Screen Service has a De Luxe trailer consisting of 200 feet of beautiful art titles and scenes. This is in every respect a quality article worthy of the production it advertises.

To non-subscribers of National Screen Service, \$7.50 net. (Invoiced at \$12.50, refund of \$5.00 if returned within two weeks.)

To subscribers of National Screen Service, \$5.00 net.

You can secure a regular trailer service from National Screen Service on all productions at the cost of \$25.00 monthly—in reality 83 cents a day.

The following Producers Distributing Corporation exchanges have these trailers in stock:

ATLANTA	DALLAS	DENVER
MINNEAPOLIS	OMAHA	SEATTLE

Ask the booker at any of these exchanges, or order direct from National Screen Service, Inc.

126 WEST FORTY-SIXTH STREET, NEW YORK
845 SOUTH WABASH AVENUE, CHICAGO

You Can Get an Excellent Service Trailer On

"HER MARKET VALUE"

WIRE OR WRITE, GIVING EXACT PLAY DATES

It Has Everything To Br Please 'em 100% Wh



Cleaning up on "HER MARKET VALUE"

There are several sound angles from which to exploit "Her Market Value."

First of all, the star: Agnes Ayres, as you undoubtedly know, stands in a class by herself among the more prominent motion picture actresses of the day. Not alone her beauty and talent, but also her individuality and a certain fragile grace have endeared her to the hearts of a host of fans. You can bank on her box office drawing power, she was chosen from all the lovely women in filmdom to interpret the leading feminine role in Rudolph Valentino's memorable film, "The Sheik,"—and she profited inestimably by the colossal world-wide fame that picture won.

You probably know what a hit "Her Market Value" made as a stage play. It has now been running for one solid year at one of the leading London theatres. All its appealing qualities have been retained in this screen version and naturally the motion picture field affords opportunities for more comprehensive treatment and subsequently more startling effects.

Miss Ayres' supporting cast is an all-star one in every sense of the word. Headed by Anders Randolph, noted for his subtle portrayals of the suave type of villain, it includes Taylor Holmes, well-known legitimate stage actor of "Bunker Bean" and "The Whole Town's Talking" fame; Hedda Hopper, one of the most charming actresses in pictures; Edward Earle, of stage and screen reputation; Gertrude Short, who won fame overnight for her delightful comedy work in "The Telephone Girl" series and conclusively proved her ability in "Barbara Frietchie," George Irving and Sidney Bracy. Every one of these names has its individual box office value for you.

The title is a blue ribbon winner when it comes to arousing curiosity—there's seldom been a title quite as unique and provocative.

The effectiveness of the complete production is largely due to supervision of a really great director—Paul Powell. He was responsible for "Pollyanna" and several of the most successful of Mary Pickford's vehicles.

Take it from us, you've something to tell 'em about and you can't shout too long or too loud! Get behind this one and push it. It's a ready made success.

Lobby Display

You'll attract not only attention, but big business to, with a lobby display along these lines. Place a good-looking statuesque woman in evening dress on an auction block in your lobby. From her wrist should hang a large price tag, bearing the words, "HER MARKET VALUE." Hang fake money in

a shower from the ceiling so that it falls all about her from her shoulders to her feet.

Ballyhoo

Here's a ballyhoo that the crowds will follow right up to your door! Send an open truck around your town with an auction block in the middle, an enormous papier mache "ticker" on one side and a huge papier mache bag of gold on the other. Stand a beautiful woman on the block. You might enhance its effectiveness by having a group of men in evening clothes gath-

ered around the base of the block, supposedly bidding for the woman. If you cannot secure actual people for this ballyhoo, cardboard cutouts will prove practical and effective.

Throwaways

In this instance, it would be a great

help at a small cost to have your throwaways printed on "price tags." Any of the following type of copy will bring 'em in.

WHAT IS A WOMAN'S MARKET VALUE?

See Beautiful AGNES AYRES in
"HER MARKET VALUE"

a gripping story of a lovely woman who found herself alone in a world of heartless men who bartered for her heart.

at the Theatre
Next Week

Tie-Ups

You've never before had an opportunity for so many perfect tie-ups. For instance, the fact that Nancy Dumont, a wealthy society woman, suddenly found herself penniless and unequipped to enter the business world, her only refuge in this catastrophe, offers a great cooperative advertising tie-up

with business colleges. The copy might read along the following lines:

IT MIGHT HAPPEN TO ANYONE!

Consider the plight of Nancy Dumont, a lovely young society matron—

She found herself penniless—helpless—needing to find employment, but unequipped, unprepared—

In a year she had a working knowledge of typewriting, stenography and book-keeping—the essentials of earning her living.

You'll find Nancy in "HER MARKET VALUE" the current film at the Theatre.

You'll find a course in any and all of the Commercial Arts at the Business College.

Rates on Request.

Window Tie-Ups

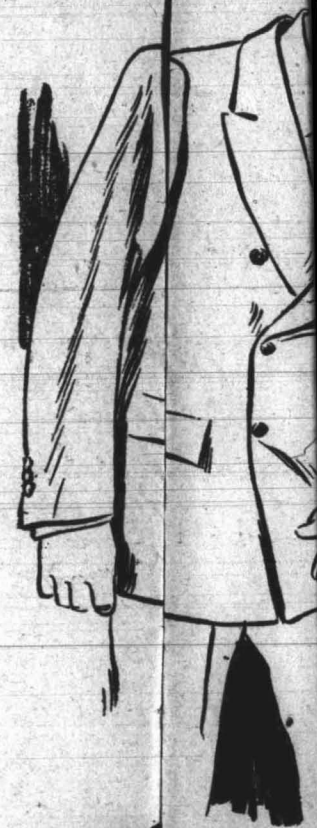
You won't have any difficulty making window tie-ups on smart wearing apparel, if you use the stills and a credit card reading:

Regardless of

"HER MARKET VALUE"

a woman's value to herself and her friends can be enhanced by her choice of smart and suitable wearing apparel.

Three M
Another
A Gorge



AGNES
HER
VA

Producers
CORP

SUPPORTED BY A
ANDERS RANDOLPH
HEDDA HOPPER
and

Your Editor

(For Advance Use)

Agnes Ayres, blonde and beautiful as ever, is to make her next local appearance in "Her Market Value," Paul Powell Production, which comes to the Theatre next The story is an adaptation of Frances Nordstrom's brilliant stage success which for more than a year has been

NOW AT THE CAPITOL



MORE STIRRING
THAN THE STAGE
SUCCESS WHICH
THRILLED NEW
YORK AND LONDON
FOR A SOLID YEAR.

To Bring 'em In And When They Get There!

Three Men Bidding Against One Another For The Possession Of A Gorgeous, Innocent Woman!



A THEME TO THRILL THE
SOULS OF THE MOST SOPHIS-
TICATED — AN EMOTIONAL
BOMB! AN INTELLECTUAL
TORPEDO!

AGNES AYRES in 'HER MARKET VALUE'

PRODUCED BY
Producers Distributing
CORPORATION

SUPPORTED BY A CAST OF ARTISTS
ANDERS RANDOLPH TAYLOR HOLMES
HEDDA HOPPER EDWARD EARL
and others



Three Column Ad Cut No. 5

Your Editor Will Welcome These Newsy Fillers

(For Advance Use)

Agnes Ayres, blonde and beautiful as ever, is to make her next local appearance in "Her Market Value," a Paul Powell Production, which comes to the Theatre next week. The story is an adaptation of Frances Nordstrom's brilliant stage success which for over a year has been one of the leading

(For Current Use)

Edward Earle, one of the screen's most popular younger leading men, appears opposite Agnes Ayres in her latest picture, "Her Market Value," a Paul Powell Production, this week's feature at the Theatre. The picture is an adaptation of Frances Nordstrom's London stage success which for over a year has held forth at one theatre in the English

Theatre. "Her Market Value" is an adaptation by Olga Printzlau of Frances Nordstrom's stage success which for over a year has been the shining light of London's theatrical circles. Other players in the cast are Anders Randolph, Taylor Holmes, Edward Earle, Gertrude Short, Sidney Bracy and George Irving.

Olga Printzlau, one of the leading adaptors of literary works for screen

OF INTEREST TO THE ANSWER MAN

LUIGI: No, Agnes Ayres is a blonde. Yes, she's the same Agnes who made such a hit opposite Rudolph Valentino in "The Sheik." We thought, too, she was ideal for the role. She comes from Chicago. She has the leading part in Paul Powell's latest offering, "Her Market Value." It's an adaptation of the famous stage success and we understand that in it Miss Ayres has her most suitable role and does her finest work to date. Don't miss it, It's coming to the Theatre soon, I believe.

KITTY: Yes, that was Edward Earle in "The Man Who Played God." Wasn't he splendid? Yes, he was on the stage before entering the pictures. We're certainly glad to hear you like him so well, Kitty. His latest picture is "Her Market Value," starring Agnes Ayres. We understand it's an excellent film, so don't fail to see it.

ANITA: So, you think if there's ever a prize out for villains, Anders Randolph ought to get it! We, too, think that his type is the most plausible. Yes, he appeared in "The Bright Shawl." You'll have another chance to see him very soon in "Her Market Value," Agnes Ayres' newest starring vehicle, in which he plays the typical suave villain for which he is famous.

APACHE: We can certainly understand your admiration for Hedda Hopper if you like them tall and willowy! Yes, and her clothes! You show good taste, Apache, as she has quite a reputation for being not only one of the most attractive, but one of the best dressed women on the screen. She has an interesting role in Agnes Ayres' latest offering, "Her Market Value," and for your information she is more beautiful than ever.

TESS: Yes, Taylor Holmes who appears in "Her Market Value," starring Agnes Ayres, is the popular legitimate stage actor. He is at present touring with "The Whole Town's Talking," after a successful run on Broadway. His most memorable legitimate hit was "Bunker Bean."

TOMLIN: So, you think that Gertrude Short is the perfect personification of the phrase "pleasingly plump." As a rule, whether they like them plump or slender they just can't help liking Gertrude. She is certainly responsible for a large part of the colossal popularity of the "Telephone Girl" Series, and her work in Florence Vidor's "Barbara Frietchie" helped greatly to lighten the pathos. Her latest comedy role is in "Her Market Value," Agnes Ayres' newest offering, and we hear she's cuter and better than ever before. Don't miss it.





AGNES AYRES 'HER MARKET VALUE'

PRODUCED BY
Producers Distributing
CORPORATION

SUPPORTED BY A CAST OF ARTISTS
HEDDA RANDOLPH TAYLOR HOLMES
HOPPER EDWARD EARL
and others



Three Column Ad Cut No. 5

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AGNES AYRES
'HER MARKET VALUE'

PRODUCED BY
Producers Distributing
CORPORATION

THE RUDE AWAKENING
OF A BEAUTIFUL WIDOW
WHO THOUGHT SHE WAS
PLAYING A MAN'S GAME
AND FOUND HERSELF ON
THE AUCTION BLOCK.

THIS **Rialto** WEEK

One Col. Ad Cut No. 2

Your Editor Will Welcome These Newsy Fillers

(For Advance Use)

Agnes Ayres, blonde and beautiful as ever, is to make her next local appearance in "Her Market Value," a Paul Powell Production, which comes to the Theatre next week. The story is an adaptation of Frances Nordstrom's brilliant stage success which for more than a year has been the attraction at the theaters in London. Ayres' support are Anders Randolph, Hedda Hopper, Edward Earle, Gertrude Short, Sidney Bracy and George Irving.

Anders Randolph, one of the screen's most polished actors and who is at present playing a leading role in "Ben Hur," appears prominently in support of Agnes Ayres in "Her Market Value," a Paul Powell Production, which comes to the Theatre next week. The picture is an adaptation of Frances Nordstrom's stage success which has been running steadily for over a year at the leading theatres. One of London's other players in the cast are Taylor Holmes, Hedda Hopper, Edward Earle, Gertrude Short, Sidney Bracy and George Irving.

Paul Powell, who directed Mary Pickford in "Pollyanna" and the recent production, "Let Women Alone," as well as scores of other good picture plays, is said to have hit the bull's eye of success again with "Her Market Value," in which Agnes Ayres is starred. The picture, which is an adaptation of Frances Nordstrom's stage success which has for over a year been running at the leading theaters, is coming to the Theatre for the first time. Included in the cast of supporting players are Anders Randolph, Taylor Holmes, Hedda Hopper, Edward Earle, Gertrude Short, Sidney Bracy and George Irving.

(For Current Use)

Edward Earle, one of the screen's most popular younger leading men, appears opposite Agnes Ayres in her latest picture, "Her Market Value," a Paul Powell Production, this week's feature at the Theatre. The picture is an adaptation of Frances Nordstrom's London stage success which for over a year has held forth at one theatre in the English capital. Others in the cast are Anders Randolph, Taylor Holmes, Hedda Hopper, Edward Earle, Sidney Bracy, Gertrude Short and George Irving.

Hedda Hopper, a striking brunette beauty, appears in delightful contrast to Agnes Ayres' blonde loveliness in the latter's latest starring vehicle, "Her Market Value," a Paul Powell Production, now playing at the Theatre.

Theatre. "Her Market Value" is an adaptation by Olga Printzlau of Frances Nordstrom's stage success which for over a year has been the shining light of London's theatrical circles. Other players in the cast are Anders Randolph, Taylor Holmes, Edward Earle, Gertrude Short, Sidney Bracy and George Irving.

Olga Printzlau, one of the leading adaptors of literary works for screen production, is responsible for the adaptation and continuity of "Her Market Value," a Paul Powell Production starring Agnes Ayres, which is now being shown at the Theatre. "Her Market Value" is a picturization of Frances Nordstrom's stage success of London. Supporting Miss Ayres in the picture are Anders Randolph, Taylor Holmes, Hedda Hopper, Edward Earle, Gertrude Short, Sidney Bracy and George Irving.

A LETTER WILL BRING IN THE BEST RESULTS

Dear Sir: (or Madam)

We sincerely believe that "Her Market Value," starring Agnes Ayres, the feature at the Theatre next week, has one of the most novel and entertaining plots of any motion picture we have had the privilege of showing, and for that reason we take this opportunity of bringing it to your attention.

It is a gripping drama of big business, love and loyalty. It concerns the difficulties of a beautiful young woman whose bankrupt husband commits suicide and leaves her in the care of three powerful Wall Street magnates who barter for her possession.

Miss Ayres is more tenderly appealing and gives a more delicate performance in this role than ever before, and her truly remarkable supporting cast includes Anders Randolph, Edward Earle, Taylor Holmes, Hedda Hopper, Gertrude Short, George Irving and Sidney Bracy.

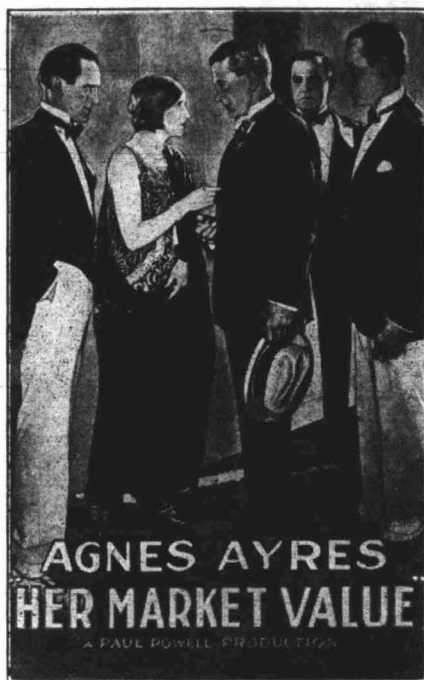
We are sure that it will afford you a delightful evening, so keep one night open for it.

Cordially,
MANAGER.

POST UP THIS PAPER PREPARE



THREE SHEET A



ONE SHEET A

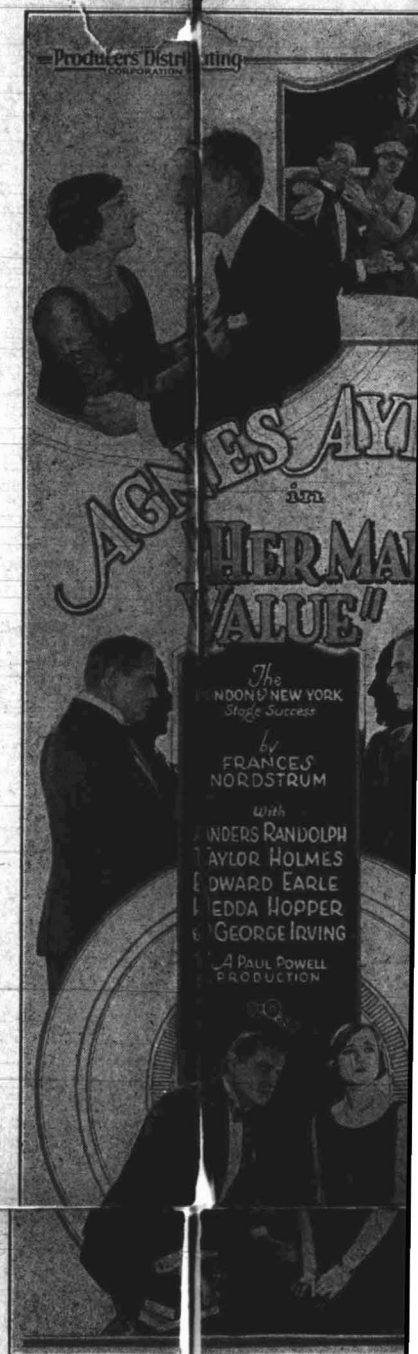


COLORLED ANNOUNCEMENT SLIDE



MULTI-COLORED WINDOW CARD

THE INSERT CARD IS THE
IN NEED! WHEN YOU FIND
NEED A SPECIAL POSTER
CALL ON FRIEND INSERT
HE'S A GAILY COLORED
WITH A WEALTH OF POW
HIND HIM



ANY LOBBY CAN BE DRESSED UP IN STYLE IF THE SHOWMAN USES
THIS 11 x 14 DISPLAY

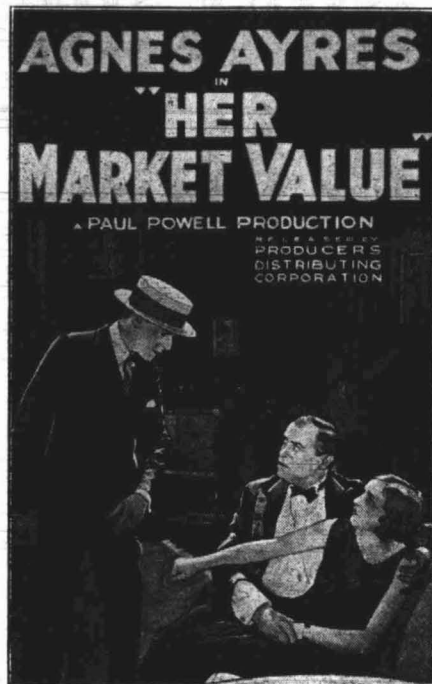


DESIGNED TO WHET THE
WORLD THERE'S ONLY ONE
THE DESIGN AND COLOR



PAPER AND PAPER FOR A CROWD!

THE INSERT CARD IS THE FRIEND
IN NEED! WHEN YOU FIND YOU
NEED A SPECIAL POSTER JUST
CALL ON THE FRIEND INSERT CARD.
HE'S A GAYLY COLORED FELLOW
WITH A WEALTH OF POWER BE-
HIND HIM



ONE SHEET B



THREE SHEET B



SIX SHEET POSTER

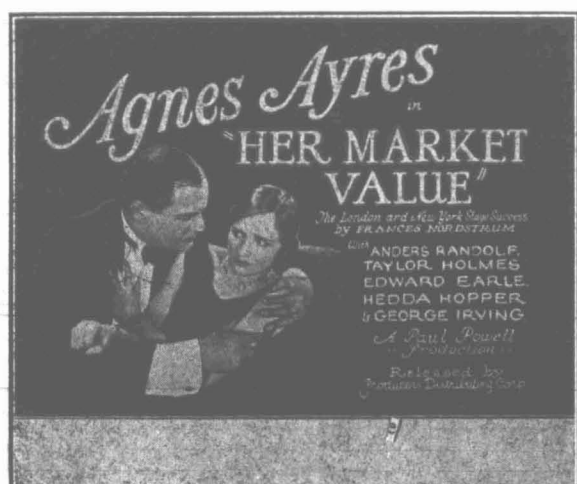
DESIGNED TO WHET THE PUBLIC CURIOSITY! IF YOU WANT TO SHOUT YOUR MESSAGE TO THE
WORLD THERE'S ONLY ONE RIGHT WAY TO DO IT—POST THE TOWN WITH TWENTY-FOUR SHEETS.
THE DESIGN AND COLORS IN THIS ONE WILL MAKE THEM ALL STOP!—LOOK!— AND ATTEND!





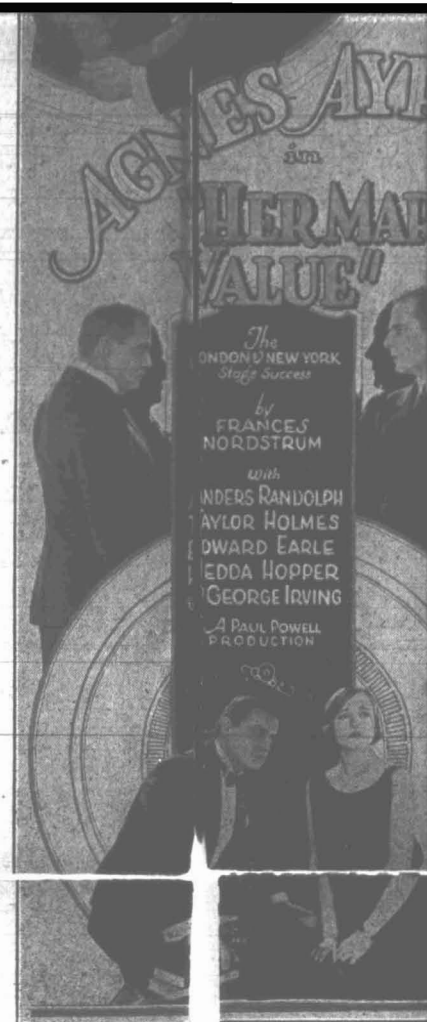
ONE SHEET A

THREE SHEET A



COLORED ANNOUNCEMENT SLIDE

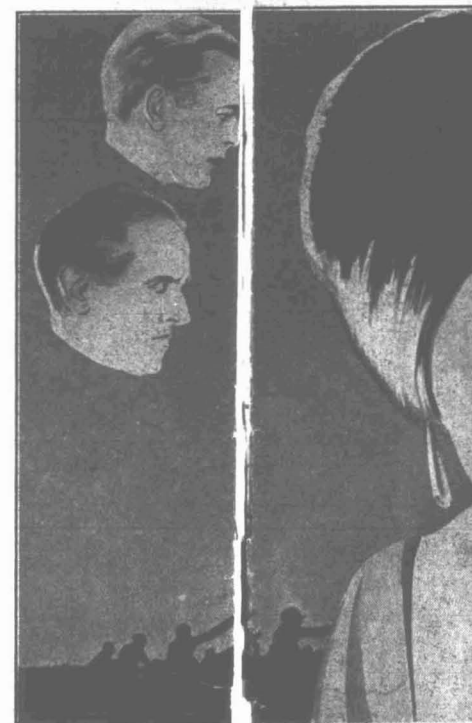
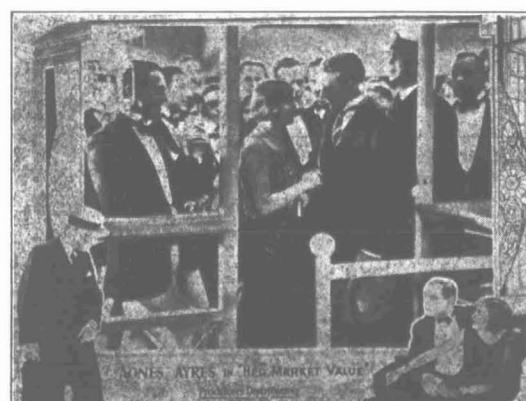
MULTI-COLORED WINDOW CARD



ANY LOBBY CAN BE DRESSED UP IN STYLE IF THE SHOWMAN USES THIS 11 x 14 DISPLAY



DESIGNED TO WHET THE WORLD THERE'S ONLY ONE THE DESIGN AND COLOR





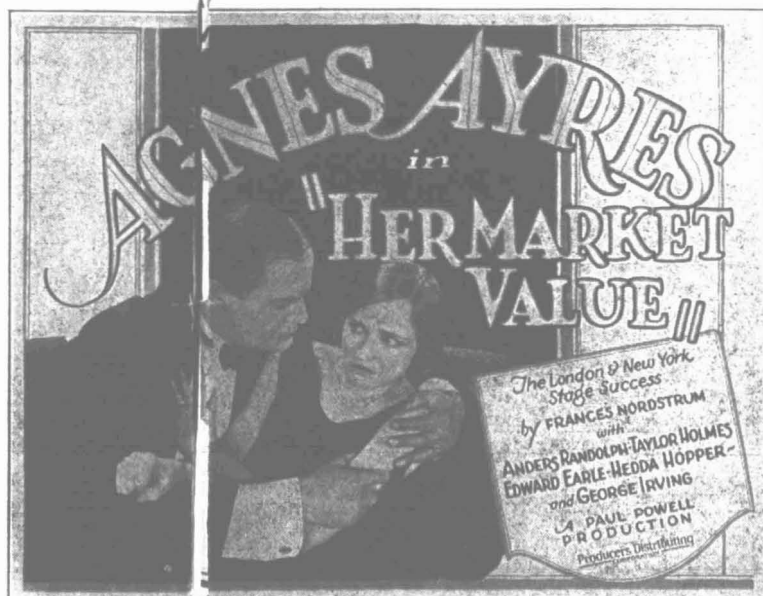
HER
MARKET VALUE

THREE SHEET B



SIX SHEET POSTER

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TWO LOBBY POSTERS (22 x 28) THAT ARE REAL EYE-OPENERS.

MAR 23 1925

Washington, D. C.

Register of Copyrights
Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following
named motion picture films deposited by me for registration of
copyright in the name of Paul Powell

Her Market Value - 6 reels

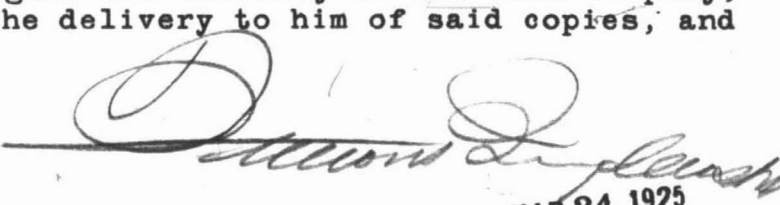
Respectfully,

FULTON BRYLAWSKI

The Paul Powell
hereby acknowledges the receipt of two copies each of the
motion picture films deposited and registered in the Copyright
Office as follows:

<u>Title</u>	<u>Date of Deposit</u>	<u>Registration</u>
Her Market Value	3-21-25	©CLL 21262

The return of the above copies was requested by the said
Company, by its agent and attorney on the 21st day of
March, 1925 and the said Fulton Brylawski for himself, and as
the duly authorized agent and attorney of the said Company,
hereby acknowledges the delivery to him of said copies, and
the receipt thereof.


MAR 24 1925

This document is from the Library of Congress
“Motion Picture Copyright Descriptions Collection,
1912-1977”

Collections Summary:

The Motion Picture Copyright Descriptions Collection, Class L and Class M, consists of forms, abstracts, plot summaries, dialogue and continuity scripts, press kits, publicity and other material, submitted for the purpose of enabling descriptive cataloging for motion picture photoplays registered with the United States Copyright Office under Class L and Class M from 1912-1977.

Class L Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi020004>

Class M Finding Aid:

<https://hdl.loc.gov/loc.mbrsmi/eadmbrsmi.mi021002>



National Audio-Visual Conservation Center
The Library of Congress